

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.
2. Authorization for this examiner's amendment was given in a telephone interview with Brad Blaise on 2/14/12.

The application has been amended as follows:

Please cancel claims 28-31, 40-43 and 49-51.

Allowable Subject Matter

3. Claims 24-27, 36-39 and 48 are allowed.
4. The following is an examiner's statement of reasons for allowance. None of the prior art of record either individually or in combination teach the following:

"in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer"

The present invention discloses a system for delivering promotional and other information to consumers who shop in retail establishments and, more particularly to systems for delivering incentives and related information to consumers via a computer network that links the consumers to network sites provided by product retailers and by product manufacturers. The allowable feature of "in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site

to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer" is not disclosed by any prior art reference. The closest prior art, Jovicic et al (US 5855007) shows an electronic coupon communication system for generating and redeeming unique product discount coupons over public computer networks such as the Internet. The next closest prior art, Perkowski (US 6064979) discloses a method of and system for finding and serving consumer product-related information on the Internet comprising a database serving subsystem which stores: a plurality of manufacturer identification numbers (MINs) assigned to a plurality of manufacturers of consumer products; a plurality of home-page specifying URLs symbolically linked to the plurality of MINs; a plurality of universal product numbers (UPN) assigned to a plurality of consumer products made by the plurality of manufacturers; and a plurality of product-information specifying URLs symbolically linked to the plurality of UPNs. The next closest prior art, Smolen (US 5915243) discloses a method and apparatus for offering promotions to a consumer on the basis of a dynamic information profile for that consumer. However, Jovicic et al, Perkowski and Smolen all fail to disclose the feature of "in response to receipt of region data at said manufacturer's Web site, transmitting from said remote Web site to said Web site of said manufacturer at least one manufacturer incentive and at least one name and address of a retailer". This distinct feature has been added to independent claims 24, 36 and 48, and renders them and all claims that depend from them allowable.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Akiba K Robinson-Boyce whose telephone number is 571-272-6734. The examiner can normally be reached on Monday-Friday 9am-5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

•Patent Application Information Retrieval (PAIR) system, Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

A. R. B.
February 23, 2012

/Akiba K Robinson-Boyce/
Primary Examiner, Art Unit 3628